Urban Transit

FM228-OL3 Assignment 1

Isa Zahangir @01491652

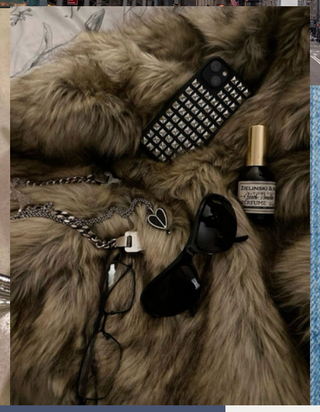
Classic Item

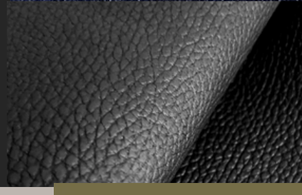
Straight Leg Denim

This concept demonstrates the versatility of straight leg denim even in the demanding environment of the city. Inspired by the need to commute and the difficulty of making a daytime look work for evening events, these outfits show how straight leg denim can become a staple piece that allows for versatility across multiple environments. Each outfit is based on a utilitarian premise yet elevated to a more polished look through the addition of tailored outerwear elements, structured layering, and classic wardrobe pieces. The choice of neutral shades such as indigo, black, white, and brown reinforces the sense of timelessness and versatility, while variations in texture keep the viewer engaged. This concept ultimately identifies straight leg denim as the reliable wardrobe staple that can make elevated dressing effortless amidst the demands of urban living.

Mood Board

Urban Transit focuses on the multifunctionality of straight leg denim as the user travels from place to place throughout the city. From day to evening, work to leisure, the denim remains constant while other components adapt to changing needs. Through a mix of layering, neutral hues, and timeless silhouettes that allow for a range of dress codes, Urban Transit highlights the importance of versatility, ease of use, and refinement in travel and city living. Sources in listed in references





PANTONE®
PQ-17-1226TCX
Tawny Brown

PANTONE®
19-3928 TPX
Blue Indigo

PANTONE®
11-0602 TCX
Snow White

PANTONE®
Process Black C

PANTONE®
15-4502 TCX
Silver Cloud

PANTONE®
18-0622 TCX
Olive Drab

For the first look, I took an essential medium-wash straight leg denim and constructed an elevated evening look for a cosmopolitan travel experience. The denim is layered over a classic black silk slip dress with lace trimming to feature the forgiving flow of the slip contrasted with the timeless structured nature of the straight leg classic denim. For some texture and evening appeal, I chose to add on a cropped leopard fur coat for warmth as a statement piece that fits the tactile, appealing texture of the editorial. This additional layering complements the denim structure while keeping with the elevated fashion-focus of the editorial. To further elongate and complete a cosmopolitan elevated look, I chose to feature black pointed toe heel pumps for an elevated sophisticated look that would be appropriate for elevated evening looks throughout the city. For added tactile texture while still including that traditional feel of a travel bag, I opted for a timeless black quilted shoulder black handbag with gold chain detailing to match the texture of the coat. For an additional element of tactile texture while completed timeliness, I opted for silver jewelry to add some coolness as a polished element without being overbearing as a feature. Overall, this first look features that versatility of straight leg denim while transitioning into an elevated evening wear look while still maintaining that timeless elevated cool travel element.

Look 1

Option 1

Vogue 2024

Option 2

cosmopolitan 2025

For the second look, I styled the straight leg medium wash denim to be a more elevated daytime look. Focusing on comfort, wearability, and a more elevated appearance without losing versatility or the ability to wear this look for an extended period while traveling. The straight-leg medium-wash denim is paired with a neutral sweater, which provides a bit of a softer look while retaining a similar clean appearance. The slightly looser fit of the sweater complements the more elevated straight-leg nature of the denim but remains versatile and moveable while retaining a polished appearance. A simple white undershirt protrudes from underneath the sweater, adding another layer of complexity and depth to the look, which ties it into this theme of layered looks. The addition of black leather boots, which are also classic, brings the versatility and wearability of this look for an extended period while traveling together. A few accessories, such as a structured crossbody bag, a vintage hat, and minimal silver jewelry, also add some character to this look without sacrificing cohesion or purposefulness to the design. This particular look shows how straight-leg denim can remain practical and functional in a variety of scenarios while also being elevated, solidifying it as the second-best denim option in terms of wearability and functional design. The classic elements as well as the neutral color palette ensure that you remain timeless and versatile in a variety of settings.

Look 2

Option 1

Namu Shop 2026

Option 2

Zara 2026

Look 3

For the third look, the straight leg medium-wash denim has been styled to a more versatile look that bridges the gap between that elevated sophistication for travel-ready or business casual type of outfits. The denim is styled with a classic white crewneck T-shirt underneath to add that universally versatile casual look, as well as to maintain that effortless styling appeal due to its contrasting silhouette against the straight leg medium-wash denim. Added over the shoulders is a timeless black trench coat, which adds that elevated sophistication element yet contrasts the simplistic nature of the T-shirt. This layering effect also helps to maintain these contrasting yet beautifully enhanced silhouettes throughout the look. The look is styled with classic black leather boots to help ground the look and maintain some durability in case the wearer is traveling and wearing the outfit for an extended period of time, such as in an airport. Additionally, a structured tote bag is added to the outfit to further enhance that functionality often associated with travel-ready outfits. Minimalistic silver jewelry and accessories are added to maintain those subtle details without overwhelming this clean look. This outfit is yet another example of how versatile this straight leg medium-wash denim can be, as well as another example of how this piece can act as an elevated staple in any wardrobe due to its ability to transcend elevated and casual looks while remaining universally accepted.

Option 1

Madewell 2026

Option 2

Zara 2026

Looks References

Straight Leg Denim — Medium Wash Indigo — Diesel — $128
Slip Dress — Black Lace Trim — H&M — $49.90
Faux Fur Coat — Brown Leopard Print — Style shop — $100
Pump Heels — Black Leather — Steve Madden — $89.95
Shoulder Handbag — Black Quilted Leather — Saint Laurent — $2,490
Necklace — Silver Chain — Vintage — $98
Rings — Silver — Vintage — $68
Straight Leg Denim — Medium Wash Indigo — Levi's 501 Original Straight — $98
Crewneck Sweater — Brown Knit — Zara — $135
Base Layer T-Shirt — White Cotton — Uniqlo — $19.90
Leather Boots — Black Leather — Dr. Martens 1461 — $130
Crossbody Bag — Brown Leather — Vintage — $100
Vintage hat — Brown Knit — Vintage — $14.90
Necklace — Silver Chain — Vintage — $98
Straight Leg Denim — Medium Wash Indigo — Levi's 501 Original Straight — $98
T-Shirt — White Cotton — Uniqlo — $19.90
Blazer — Black Tailored Blazer — COS — $290
Leather Belt — Brown Leather — YSL — $300
Leather Shoes — Black Leather Derby — Dr. Martens — $130
Tote Bag — Olive Canvas Tote — YSL — $1300
Baseball Cap — Brown — individual brand— $39.99
Bracelet — Brown Beaded Bracelet — AllSaints — $49

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